Integration overview

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Hosting your videos

- After you create a video, you have to answer these questions:

- **#1 Where are you going to host your videos?**

- Free solutions: YouTube, Vimeo
  - the Google search engine is biased towards showing YouTube search results
  - these are communities, so the videos can get seen by anyone

- Paid solutions: Wistia, Vidyard, Sproutvideo, Vzaar
  - you can add calls to action and forms inside your video
  - you have access to a much wider range of analytics
  - they have more advanced ways to embed videos on your site
  - some of them offer integration with Google analytics so you can see everything in one place

- **#2 Where will you be using these videos?**

  - website pages, social media, blog posts, landing pages, etc.
  - in order to add a video to your site, you have to embed it by using some code you get from your host

- paid hosts allow customization for how your video looks on your site
- if you use a YouTube video on your site, Google search will send people to watch it on YouTube instead of on your page, which decreases the chances that they buy something

- **Decide what option fits you best depending on what your goals are:**
  - video views and shares - YouTube
  - driving traffic to your site - paid host
  - signups and purchases - paid host